

REMARKS/ARGUMENTS

Favorable reconsideration of this application as presently amended and in light of the following discussion is respectfully requested.

Claims 1, 3-7, and 9-10 are pending in this case. Claims 2, 8, 11 and 12 are canceled without prejudice or disclaimer and Claims 1, 3-7, and 9-10 are amended by the present amendment. Amended Claims 1, 3-7, and 9-10 are supported by the original claims. Amended Claims 1, 3-7, and 9-10 add no new matter.

In the outstanding Official Action, the drawings are objected to for containing informalities. It was noted that trademarks are used in the present specification. Claims 8-12 are objected to under 37 C.F.R. §1.75(c) as being in improper form. Claim 5 is objected to for containing an informality. Claim 4 is rejected under 35 U.S.C. §112, second paragraph, as being indefinite. Claims 1-4 and 7 are rejected under 35 U.S.C. §103(a) as unpatentable over Kenney (U.S. Patent No. 6,381,583) in view of Ferreira (U.S. Patent Application Publication No. 20010034661). Claims 5 and 6 are rejected under 35 U.S.C. §103(a) as unpatentable over Kenney in view of Ferreira and further in view of Aho et al. (U.S. Patent No. 6,256,043, hereinafter "Aho").

The abstract has been amended to place the abstract in conformance with United States practice. No new matter is added.

With regard to the objection to the drawings, Figures 1 and 2 are amended to include labels in the boxes. Figure 2 is further amended to include arrows indicating the direction of flow between the boxes. No new matter has been added. Accordingly, the objection to the drawings is believed to be overcome.

The specification has been amended to change "Apple" to "Apple Computer, Inc." No new matter is added. Accordingly, it is respectfully submitted that the present specification is in conformance with MPEP §608.01(v), as it is believed that all trademarks

recited in the present specification: have well known meanings in this country and are satisfactorily defined in the literature, at the time of filing of the present application, have a fixed and definite meaning, and are in all capital letters. It is further respectfully submitted that the trademarks used are not used in such a way as to adversely affect their validity as trademarks. Although the specification was not specifically objected to (as to the use of trademarks) in the outstanding Office Action, it is respectfully submitted that the present amendment places the specification in conformance with United States patent practice as to the use of trademarks.

With regard to the objection to Claims 8-12, Claims 8, 11, and 12 have been canceled, making the objection moot with respect to these claims. Claim 9 is amended to place Claim 9 in proper dependent form. Accordingly, the objection to Claims 9 and 10 is believed to be overcome.

With respect to the objection to Claim 5, Claim 5 is amended to correct the cited informality. Accordingly, the objection to Claim 5 is believed to be overcome.

With regard to the rejection of Claim 4 under 35 U.S.C. §112, second paragraph, Claim 4 is amended to make Claim 4 definite. Specifically, the phrase "or the like" has been deleted. Accordingly, it is respectfully submitted that Claim 4 is in full compliance with all requirements under 35 U.S.C. §112, second paragraph.

With respect to the rejection of Claims 1-4 and 7 under 35 U.S.C. §103(a) as unpatentable over Kenney in view of Ferreira, the rejection is respectfully traversed in light of the clarifying amendment presented herewith.

Amended independent Claim 1 recites a method for making on-line commercial transactions in a communication network among electronic computers that, among other steps, includes:

storing information and data regarding said products  
and services;

creating at least one web page configured to display 360-degree panoramic and immersive internal environments of at least a first establishment of said establishments and information on said products and services offered by said first establishment, said at least one web page navigable by displaying movements in three-dimensional space starting from a two-dimensional movement of a pointer device, said at least one web page further including:

- a first area configured to activate sounds,
- a second area configured to start search procedures,
- a third area configured to display town plans and maps,
- a fourth area configured to activate at least one chat line or audio/videoconference with other visitors to said at least one web page of said first establishment, or with dealers, receptionists or employees of the first establishment,
- a fifth area configured to display nicknames of people who send network messages, and
- a sixth area configured to display and send current messages and entire dialogues between the customers;

transmitting said at least one web page to said customer terminals;

providing an employee web page to at least one employee of said first establishment, said employee web page configured to activate a chat line or an audio/videoconference from an employee computer terminal which is installed inside said first establishment, said employee web page having control options including:

- activating and deactivating said chat line,
- closing said chat line, and
- sending messages; and

receiving at least one request from at least one customer, said at least one request comprising requests for information on said products or services and on the modalities of the transaction.

Kenney discloses an interactive electronic shopping system and method. As stated in the abstract, the method includes creating a virtual shopping facility and replicas of what would be seen in moving through the actual shopping facility. It is respectfully submitted that there is no teaching or suggestion in Kenney for any means for real time communication, such as "chatting," between the customers themselves or between customers and establishment employees. Thus, it is respectfully submitted that there is no teaching or

suggestion in Kenney for, among other things, creating a web page including “a fifth area configured to display nicknames of people who send network messages” or “a sixth area configured to display and send current messages and entire dialogues between the customers,” as recited in Claim 1.

Ferreira discloses a method and system for presenting a virtual representation of a real city. In paragraph 92, Ferreira discloses that users of the system may chat with one another. However, it is respectfully submitted that Ferreira does not teach or suggest, among other things, creating a web page including “a fifth area configured to display nicknames of people who send network messages” or “a sixth area configured to display and send current messages and entire dialogues between the customers,” as recited in Claim 1.

Since the cited references do not, alone or in combination, teach or suggest each and every element of Claim 1, it is respectfully submitted that Claim 1 is patentable over the cited references.

Claims 2-4, 7, and 9-10 are dependent from Claim 1, which is believed to be patentable. Thus, it is respectfully submitted that Claims 2-4, 7, and 9-10 are patentable at least for the same reasons as discussed above with respect to Claim 1.

With regard to the rejection of Claims 5 and 6 under 35 U.S.C. §103(a), the rejection is respectfully traversed in light of the clarifying amendments presented herewith.

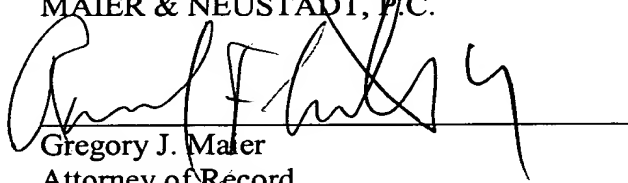
Aho teaches three dimensional virtual reality enhancement techniques. As shown in the figures of Aho, Aho does not teach or suggest, among other things, creating a web page including an area configured to display nicknames of people who send network messages or an area configured to display and send current messages and entire dialogues between customers, and thus does not cure the above-noted deficiencies of Kenney and Ferreira. Consequently, it is respectfully submitted that Claims 5 and 6 are also patentable over the cited references, for at least the reasons discussed above with respect to Claim 1.

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Accordingly, the outstanding rejections are traversed and the pending claims are believed to be in condition for formal allowance. An early and favorable action to that effect is, therefore, respectfully requested.

Respectfully submitted,

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A handwritten signature in black ink, appearing to read 'Gregory J. Maier', is written over a horizontal line.

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